

PRE-INVENTORY SALE

Commences
Saturday, Nov. 27.

Closes
Friday, Dec. 24.

Our Season's Overstock Must go Quick NOW FOR ONE OF OUR Big Sales.

You know from experience or from that of friends that our sales are real sales and that we do not advertise anything either in price or quality, that we cannot guarantee. We intend to reduce our stock as low as possible before we take inventory, and we have put aside all thought of profit and will make business hum with reductions that are bona fide, and values that will make people talk and send others to Participate in our Great Pre-Inventory Sale.

Every Department has been carefully gone over and cut prices made regardless of cost or value. We expect to make some new friends and customers this way and do a good turn to old customers as well—if so we will be satisfied. The sale includes everything in Hardware, Crockery, Glassware, Tinware, Clothing, Shoes, Hats, Ladies' Tailor Made Suits, Millinery, Dress Fabrics, Laces, Embroidery, Lingerie, Furniture of all kinds; and a thousand OTHER ARTICLES TOO NUMEROUS TO MENTION

\$90.00 --- BUGGY GIVEN AWAY --- \$90.00

Clothing

One Lot Men's Suits Worth \$10.00
Your Choice
\$6.75

One Lot Men's Suits Worth \$12.50
Your Choice
\$8.75

One Lot Men's Suits Worth \$15.00
and \$18.00. Your Choice
\$10.75

12 1-2 ct. Dress Gingham
Sale Price
9c per yd.

Ladies' and Misses Dress
Skirts worth from
\$3.50 to \$4.00
Now \$1.95 Each

Discount on all Children's
Clothing
25 per cent.

**20 yds of Calico
for
\$1.00**

Men's Fleece Lined Un-
derwear, Shirt and
Drawers, per Garment
37 1-2 cts.

12 1-2 ct Outing Flannel,
per yard
9 Cents.


Men's Pants.

\$1.00 Values	\$.65
1.50 "	.95
2.00 "	1.15
3.00 "	1.85
4.00 "	2.95

Every \$5.00 Cash Purchase entitles you to a chance on this Challenge Buggy—now on exhibition at the

Willard Mercantile Company's Store

Grand Drawing takes Place Friday, Dec. 24, at 4 P. M.

No Tickets Given on Credit Purchases. Everybody Invited to attend the Drawing.
Bring your Tickets.  Positively No Goods Charged on This Sale.

...GROCERY SPECIALS...

4 Cans Baked Beans	25c
2 Cans California Tomatoes	25c
3 Cans Corn	25c
3 Cans Peas	25c
2 Cans Okra	25c
2 Cans Okra and Tomatoes	25c
2 Cans Wax Beans	20c
3 Cans Soup	25c
3 Cans Webster Jams	25c
3 Bottles Pepper Sauce	25c
50 Pound Sack Dry Salt	65c
4 One Pound Packages of Soda	25c
4 Cans Axle Grease	25c

45 Bars Dandy Laundry Soap	\$1.00
32 Bars Claret Laundry Soap	1.00
32 Bars Santa Claus Laundry Soap	1.00
24 Bars Glycerine Hand Soap	1.00
24 Bars Pummo Hand Soap	1.00
24 Bars Hand Scouring Soap	1.00
5 Large Pkgs Gold Dust	1.00
6 25-ct Cans of Bkg Pwdr	.90
8 Pkgs Good Coffee	1.00
\$1.00 Bucket Coffee, Best	.80
15 Cans of Milk	1.00
1-2 lb Can Lowney's Brkft Cocoa	.20
10 Packages of Macaroni	1.00

20 cent Can of Apples for	10 cts.
2 Cans California Apricots	25 cts.
2 Cans California Cherries	25 cts.
2 Cans California Grapes	24 cts.
2 Cans California Peaches	25 cts.
2 Cans California Pears	25 cts.
2 Cans California Plums	25 cts.
2 Cans California Pineapples	25 cts.
25 Pound Box Prunes, per Box	75 cts.
6 Cans Sardines	25 cts.
1 Can Salmon	10 cts.

Attend this Sale.

Ladies Suit Specials

Ladies' Long Coats in Blacks, Tans, Modes, \$18.50 Values	\$12.50
Ladies' Long Coats, 54-in. Blacks, Tans, Reds, Blue, \$15.00 Values, Now	8.75
Ladies' Long Coats, 50 in ass'td Colors, \$8.50 to \$10.00, for	5.00
Ladies' Elegantly Finished Long Coats, Ass'd, \$25.00, now	16.15
Ladies' Elegantly Finished Long Tail'd Coats, \$20.00, now	14.65
Ladies' Elegantly Finished Long Tail'd Coats Ass'd, \$18.50 Values, Now	13.45
Misses Long Coats, all Colors, 8 to 15 y's, \$6.50 and \$8.00 Now	4.95
Misses Long Coats, Ass'd, 6 to 15 y's, \$4.00 and \$6.00, Now	2.95
Children's coats, all Colors and sizes, \$2, \$3, \$4 Values, Now	\$1.15 to 2.65
Ladies' Taffeta Silk Waists, Latest Styles and Shades, \$4.00 Values, For	2.65
Ladies' Taffeta Silk Waists, Latest Styles and Shades, \$6.00 Values For	4.25

Dress Goods Department.

27 inch, Italian Kid Finish Black Taffeta Silk, worth \$1 a yd now	69
32 Inch Glove Finish Beau De Soie Silk, worth \$1.50 per yd, now	98
China Silks, all colors, worth 65 to 75-cents per yards, now	47
30 Inch Veloset Oriental Designs, worth 25 cents per yd, now	16
38 Inch Brillantine, Black, Blue, and Tan, worth 75 cents a yd, now	52
38 Inch Moahir Nouveante, Brown, Tan and Mixed, worth 75 cts now	48
Toile Dunond Dress Gingham, retail at 15 cts, sale price	11 1-2
Bleached Muslins M M, 12 1-2 cts per yard, now 11 yards for	1.00
Unbleached Muslins M M, 10 ct grade, now 15 yards for	1.00
Unbleached Muslins, B, 7 cent grade, now 20 yards for	1.00
Canvassing, 6 cent grade, now 24 yards for	1.00

Drug Specials.

6 Bottles Vaseline, Sale Price	25 cts.
35 cent Bottle La Sanadora, Sale Price	25 cts.
25 cent Bottle Tarwine Lung Balm, Sale Price	20 cts.
25 cent Bottle Peroxide, Hydrogen Sale Price	15 cts.
25 cent Packages Pills Any Kind, Sale Price	20 cts.
25 cent Bottle Chamberlain Cough Remedy	20 cts.
10 cent Bottle Castor Oil, Sale Price	5 cts.
10 cent Bottle Sweet Oil, Sale Price	5 cts.
25 cent Volcanic Oil, Sale Price	20 cts.
25 cent Mustang Liniment, Sale Price	20 cts.
All 50 cent Patent Medicines, Sale Price	40 cts.
All 25 cent Patent Medicine, Sale Price	20 cts.

Furniture Specials.

\$3.50 Iron Bedsteads, Sale Price	\$2.25
3.00 Coil Bed Springs, Sale Price	1.95
4.00 Cotton Top Mattress, Sale Price	2.65
1.75 Rocking Chairs, Sale Price	.95
1.50 Blankets, Sale Price	.95
1.75 Comforts, Sale Price	1.10
No. 7 Cook Stoves	7.95
No. 8 Cook Stoves	8.95
1.75 Heaters, Sale Price	1.15

Don't miss this sale.

Hats

\$5.00 Stetson Hats	\$3.75
3.50 Lion Special	2.75
2.50 Bear Hats	1.95
2.00 Hats	1.45
1.50 Hats	.95

Caps

75 Cent and \$1.00 Values
At 45c Each.

\$1.50 Post Hole Diggers
only
68 Cents.

75 Cent Tub For
48 Cents.

\$1.75 Set Mrs. Potts
Sad Irons, now
\$1.25

Good Nail Hammer For
15 Cents

Dandy Wash Board At
25 Cents.

\$1.50 Axe Only
98 Cents.

2 Quart Blue Enamel
Coffee Pot
50 Cents.

\$1.50 Food Chopper Only
95 Cents.

Cracker-Jack Shovel For
75 Cents.

No. 8 Wash Boiler At
98 Cents.

WILLARD MERCANTILE CO.

WILLARD, NEW MEXICO.